



KSHB-TV

# ORDER

Flight Dates **11/01/12-11/06/12**

Contract / Revision **316469 /** **NONP-Now or Never Pac-MO**

Original Date / Revision  
10/31/12 10/31/12

Advertiser **Now or Never PAC**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

Agency Com 15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **N01N06**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	26	\$21,143.75	\$24,875.00	0.00	10/29/12	11/05/12	26	\$21,143.75	\$24,875.00
Totals	26	\$21,143.75	\$24,875.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	11/01/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	M- TF--	:30	2	\$750.00	FX	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M- TF--			2		\$750.00		0.00			
N 2	KSHB	11/01/12	11/04/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	2	\$300.00	P-1	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			2		\$300.00		0.00			
N 3	KSHB	11/01/12	11/04/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$100.00	P-2	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1		\$100.00		0.00			



KSHB-TV

Print Date: 10/31/12

Page 2 of 3

Contract / Revision **316469** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Now or Never PAC**

Product **NONP-Now or Never Pac-M** Estimate # **N01N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	11/01/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M- TF--	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M- TF--			3		\$750.00		0.00				
N 5	KSHB	11/01/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M- TF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M- TF--			1		\$1,500.00		0.00				
N 6	KSHB	11/01/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M- TF--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M- TF--			1		\$1,800.00		0.00				
N 7	KSHB	11/01/12	11/04/12	NBC Action News at 5p NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$750.00		0.00				
N 8	KSHB	11/01/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	1--11--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	1--11--			3		\$400.00		0.00				
N 9	KSHB	11/01/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	M- TF--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M- TF--			2		\$1,800.00		0.00				
N 10	KSHB	11/01/12	11/05/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S-			1		\$1,500.00		0.00				
N 11	KSHB	11/01/12	11/05/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S			1		\$1,300.00		0.00				
N 12	KSHB	11/01/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M- TF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M- TF--			2		\$1,500.00		0.00				
N 13	KSHB	11/01/12	11/04/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,000.00		0.00				
N 14	KSHB	11/01/12	11/04/12	Friday Prime B Friday Prime B	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,200.00		0.00				
N 15	KSHB	11/01/12	11/04/12	Saturday Prime C Saturday Prime C	CM	9-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$500.00		0.00				
N 16	KSHB	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Print Date: 10/31/12

Page 3 of 3

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Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Now or Never PAC**

Product **NONP-Now or Never Pac-M** Estimate # **N01N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 16	KSHB	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	M- - - - -	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M- - - - -			1			\$2,500.00		0.00		
N 17	KSHB	11/01/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	M- - TF- -	:30	1	\$350.00	P-1	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- - TF- -			1			\$350.00		0.00		
N 18	KSHB	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- - TF- -	:30	1	\$225.00	P-1	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- - TF- -			1			\$225.00		0.00		
													Totals	26 \$24,875.00